

DRUG STORE NEWS

E-NEWS *First*

Post-Show Wrap-Up Edition



Compounding made easy by CutisPharma

CutisPharma has launched a series of compounding kits that have been introduced into the product lineup of four major chains—the two biggest drug store chains, a large supermarket chain and a big-box retailer, all with stores nationwide.

The company has nine different kits featuring five different products to treat problems ranging from sore throats resulting from radiation or chemotherapy to a lack of testosterone and fertility or pre-term delivery, according to CutisPharma. The company expects to launch three or four new products this year and 30 to 32 within the next three years.

The biggest advantages to the compounding kits, according to chief executive officer Indu Muni, are that they are user-friendly; they save pharmacists time; reimbursement is easy; pharmacists no longer have to turn away patients because they don't compound; and they offer consistency.

The problem the company faces, he said, is product awareness because the company is small. "We need to make people aware, and we also need to educate pharmacists. So we're beefing up our telemarketing department," Muni said.



CutisPharma hydrocortisone compounding kit

Accentia develops new inhaler device

Asthmatics can breathe a sigh of relief thanks to a new device from Accentia. The MD Turbo is a product approved by the Food and Drug Administration to be used specifically with a metered-dose inhaler. The product solves two of the biggest problems asthmatics face when dealing with inhalers: It is activated by the patient's breath to ensure they inhale a full dose, and it features an electronic dose counter to show users how much medicine is left in the canister. Far too often, said Ken Tyma, director of trade development for Accentia, patients throw away canisters that still contain medication or use canisters that are empty.

According to Accentia, more than half of all inhaler users have problems coordinating their breathing and operating the inhaler, and 74 percent of patients do not know how much medication is in their inhaler.

MD Turbo is available by prescription and is compatible with 95 percent of MDIs.



Accentia's MD Turbo

FlexPen gets rid of syringes

Novo Nordisk's FlexPen has been proven to lead to improved medication adherence, fewer claims for hypoglycemic events, reduced emergency room and physician visits and, consequently, lower treatment costs, the company stated at the ECRM show.

The pen, which combines the insulin cartridge and syringe in a single unit, is used by diabetics in place of a traditional syringe. It has been reported to improve dosing accuracy, increase mealtime flexibility and increase convenience of insulin delivery, with resulting positive effects on patient preference and treatment. Additional advantages include improved user confidence, ease of training and greater stability of the device during injection.

Dr. Reddy's builds momentum

Dr. Reddy's is growing fast. The Indian company grew its U.S. sales from \$30 million in 2005 to almost \$500 million last year, accounting for about half of its annual global income of \$1 billion.

But the company is not stopping there and has 51 products that currently are pending Food and Drug Administration approval.

The generics company, one of the three biggest generic players in India, finished 2006 on a good note with the approval of ondansetron hydrochloride tablets 4 mg, 8 mg, 16 mg and 24 mg, for which it was awarded a 180-day period of marketing exclusivity. The drug is the generic version of Zofran, which had annual sales of about \$300 million in the 12-month period ended in September, according to IMS Health.

Industry veteran Dan Steiber joins Actavis Group

Dan Steiber has joined the Actavis Group, bringing more than 30 years of experience in pharmacy and pharmaceutical distribution.

Steiber has served as a practicing pharmacist, store manager, pharmaceutical buyer and clinical services director. He also has worked as pharmacy marketing leader for Longs Drug Stores, vice president of marketing for AmerisourceBergen and vice

president of branded Rx for Eli Lilly.

He has won several awards, including the 2001 Innovation for Success Award from the Healthcare Distribution Management Association.

Actavis is a leading player in the development, manufacture and sale of generic drugs. Its recent acquisitions have positioned it among the world's five largest companies in the industry.