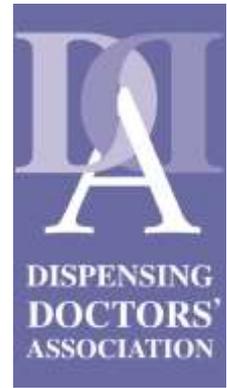


# PI price parity raises spectre of GP growth

By Wavedata



In July there was nearly complete parity between dispensing doctors and pharmacists with both types of account paying very similar prices for parallel imports and generics. This may be partially due to suppliers simplifying their pricing structures in the lead up to the holiday season. The longer term trends show that dispensing doctors get better prices for generics, but worse for parallel imports. The two types of buyer are in parallel for generics, but the gap seems to be narrowing for parallel imports. Could this mean an increase in the number of PIs bought by dispensing doctors?

Looking at generic purchase price trends during August, headlining the 'risers' list are three strengths of both metoprolol and olanzapine tabs, and two strengths each of diamorphine hydrochloride powder for solution for injection amps, hydrocortisone cream and nicorandil tabs. Noteworthy on the fallers list were two strengths each of ciprofloxacin, metronidazole and quinapril tabs. Cimetidine and ibuprofen tabs each had three strengths among the risers and fallers.

## Fallers

The average price of glimepiride tabs 3mg x30 fell back by 69% in August after a number of inflated prices vanished from the market. Excellent dispensing doctor prices could be obtained from Beta, Lexon and Mawdsleys. Pharmacies had access to good prices from Beta, Ethigen, B&S Colorama, Numark, Chemilines and Waymade.

Venlafaxine XL caps 150mg x28 dropped its price by an average of 63% during the month after a number of high July prices vanished. Great offers were still available through to dispensing doctors from Lexon, Beta, Teva and AAH and to pharmacies from Trident, Waymade, Cavendish, OTC Direct, Eclipse, Lexon, Beta and Sigma.

The disappearance of yet more high July prices caused the average dispensing doctor price of ciprofloxacin tabs 750mg x10 to drop by 62%. Good offers were available in August to dispensing doctors from Beta, Lexon, Mawdsleys and AAH, and to pharmacies from Beta, AAH, Numark, Ethigen, OTC Direct, Cavendish, Lexon and Waymade.

## Risers

Cimetidine tabs 400mg x60 saw its average dispensing doctor price rise on average by 396% in August after low prices disappeared from the market and new high ones were introduced. Though thin on the ground, good prices were available in August to dispensing doctors from Lexon and to pharmacies from Waymade.

In August Actavis introduced stock of ibuprofen tabs 400mg x24 to overcome paucity in the market. This dramatically increased availability – and prices at the same time. Though Actavis's dispensing doctor prices were not unreasonable there were low priced offers from Elite, Lexon and Mawdsleys. Pharmacies could get low prices from Waymade, B&S Colorama, Sigma, Cavendish, OTC Direct and Elite.

Metoprolol tabs 50mg x28 also saw its price rise by over 100% in August as Actavis increased its prices. Good deals were still available to dispensing doctors from Lexon, AAH, Beta, Mawdsleys, Teva and Phoenix and to pharmacists from Numark, AAH, OTC Direct, Cavendish, Northwest, Sangers NI, Eclipse, Sigma and Waymade.

