

Forestillinger om fremtidens farmasøytiske Praksis

- From content to care

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Education and debate

No cure, no pay

Claus Møldrup
Not paying for a drug unless it works sounds great for patients and also benefit manufacturers.

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Tensions between the pharmaceutical industry and health authorities over drug marketing have increased in recent decades. The authorities want to get the most possible drug for their money whereas drug companies want to get the most money and foremost for the current situation is untenable first and foremost for the industry but also for the authorities, and, in the end, no pay strategy could meet the needs of all parties and contribute to a sustainable future for the medical environment as a whole.

Box 1: P
Rationa
treatm
least 3
possib
illust
Effe
effic

Collision course

Marketing tensions are neither new nor odious, but two factors in particular have put the two opposing sides on a collision course. On one side, the authorities have fewer financial resources available and the increasing need for many drug options caused by a swell in the ageing population. Fewer resources naturally lead to increased focus on how money should be spent and what the return is on clinical evidence and relevance in the choice of treatment. In turn, this has led to the introduction of

All Headaches Instantly Cured
or Money Refunded.
LEGAL GUARANTEE.
6 D. EMERSON'S BROMO-SELTZER, the most successful American Remedy, is an effervescent Powder, taken in water. If three doses do not Cure any Headache, no matter how caused, send the Bottle to us, saying where obtained, AND WE WILL AT ONCE REFUND THE PRICE. TRIAL BOTTLE, just free. 6d. Large sizes 1s. and 2s. Sold by many Chemists or obtained to order by almost all.

EMERSON DRUG CO., LTD.
45, HOLBORN VIADUCT, LONDON, E.C.4.
Insist on Full Name—
EMERSON'S BROMO-S

An early example of no cure, no pay

Editorial Business as unusual?

Journal of Medical Marketing (2007) 0, 1. doi:10.1057/pal

Anything striking about the title? Did you read it as 'Business as usual'? If you did then don't worry, at least half of readers probably did so too. It is all about *perspective*. Let's try another one. How many letter 'F's' are there in sentence below? Don't take too long to try and figure it out...the answer is in the bottom of the page.¹

FINISHED FILES ARE THE RESULT
OF YEARS OF SCIENTIFIC STUDY
COMBINED WITH THE EXPERIENCE
OF MANY YEARS OF EXPERTS

Q1 Some probably counter 3, 5, 7 or even 9! It is all about *perspective*. The Workshop on 'New Paradigms in Life Sciences Marketing' illustrated exactly the same. Life science marketing is all about *perspective*. In a way where knowledge about healthcare *ne* is key to optimising sales efforts, *know* *perspective* of the customer is essential a common understanding of the benefits and prospects of using a specific life science technology over another. While it is simple, it is not; even internally it just try to take a closer look at a company — it might be yours.

Why do medical and marketing departments often have difficulty understanding each other? Even science companies it is all about the medical department does not sales process; the marketing department does not understand science! As this was illustrated during the presentation of the paper 'Drugs to service' published in the *Journal of Medical Marketing*. In this paper and at the services, like compliance programmes, as an advertisement itself, and hereby pro

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Paper Drugs — Product or service?

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DSc (pharm) is Assigned Professor of social pharmacy. He represents an international expertise within the history of pharmacy. His fields of research include the history of pharmacy service, drug therapy and pharmaceutical education, and their social, scientific and cultural history.

Keywords: drugs, medicines, product, service, third patent

Abstract The concept of a drug is changing dramatically these years. The objective of this paper is to describe a number of these changes in order to instigate a discussion on whether drugs should now be considered as a product or as a service. Products have been evaluated on the basis of the findings of clinical trials. But with the understanding of a pharmaceutical as a service rather than a product, the evaluation should be based on the outcome of both classic clinical trials and the services. Through controlled studies, the services around the product plus the service, the evaluation outcome. In this case, the product plus the service should document a better treatment other similar products with no service, and might even justify a higher price. The service plus the product might apply for a third patent or at least a trademark, which is what creating the third patent as business incentive is all about.

Journal of Medical Marketing (2006) 6, 282–286. doi:10.1057/palgrave.jmm.5050053

WHAT IS A DRUG?

The concept of a drug is changing dramatically these years. The objective of this paper is to describe a number of these changes in order to instigate a discussion on whether drugs should now be considered as a product or as a service. Perhaps, the difference does not seem all that important but it has wide-reaching consequences for medical and pharmaceutical practice in terms of marketing, communication and liability issues, and not to mention the legal implications for the drug industry, as well as the conceptual understanding and use of a drug by the public.

DRUGS IN THE PAST

If we look at medical and pharmaceutical history, it is clear that converting scientific knowledge into medicinal products has involved aesthetic considerations with regard to consumption. The following quote comes from a pharmaceutical journal issued in 1922:

...with his current Training, it is impossible for an Apothecary to produce Medicaments that meet the Demands of Modern People in Terms of Taste, Appearance, Smell, Packaging etc. . .!

And medical textbooks often directed:

With the Exception of ordinary, well known, non-harmful Household Remedies,







CURRENTLY ON

EXIT 58A-B

 
Zoloft



 
Prozac



Paxil




LAST EXIT
BEFORE TOLL




Buspar




Wellbutrin



Celexa



Xanax



*Better
Than Ever!*

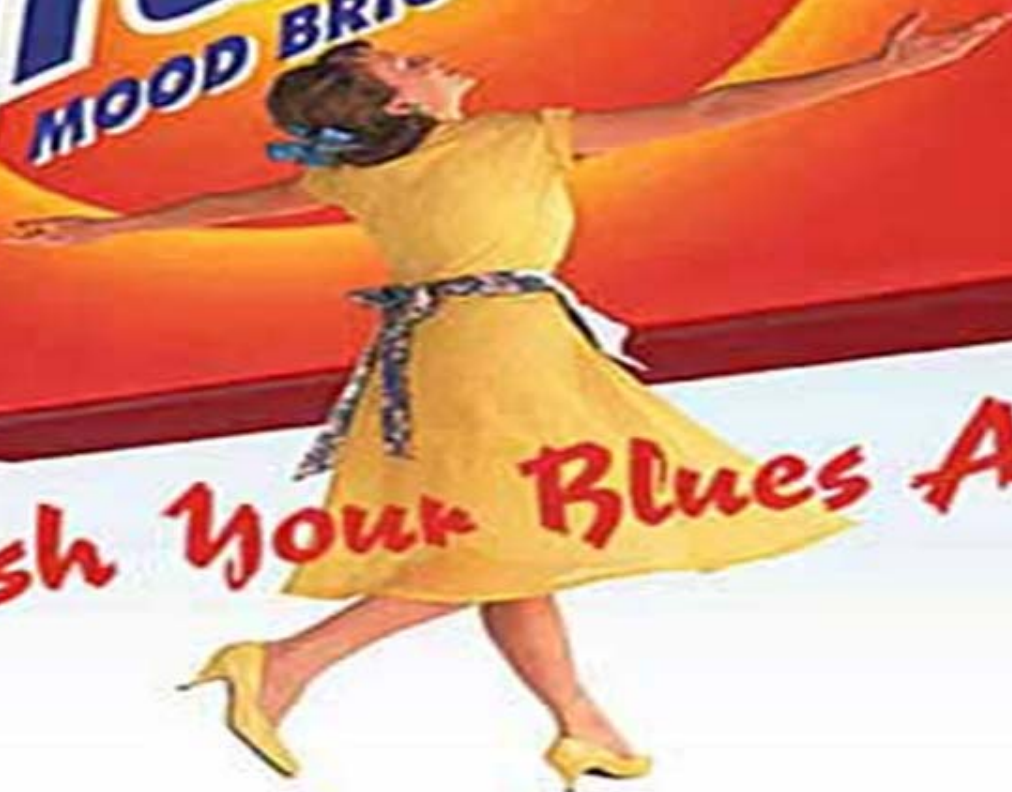
NEW IMPROVED LIFE!

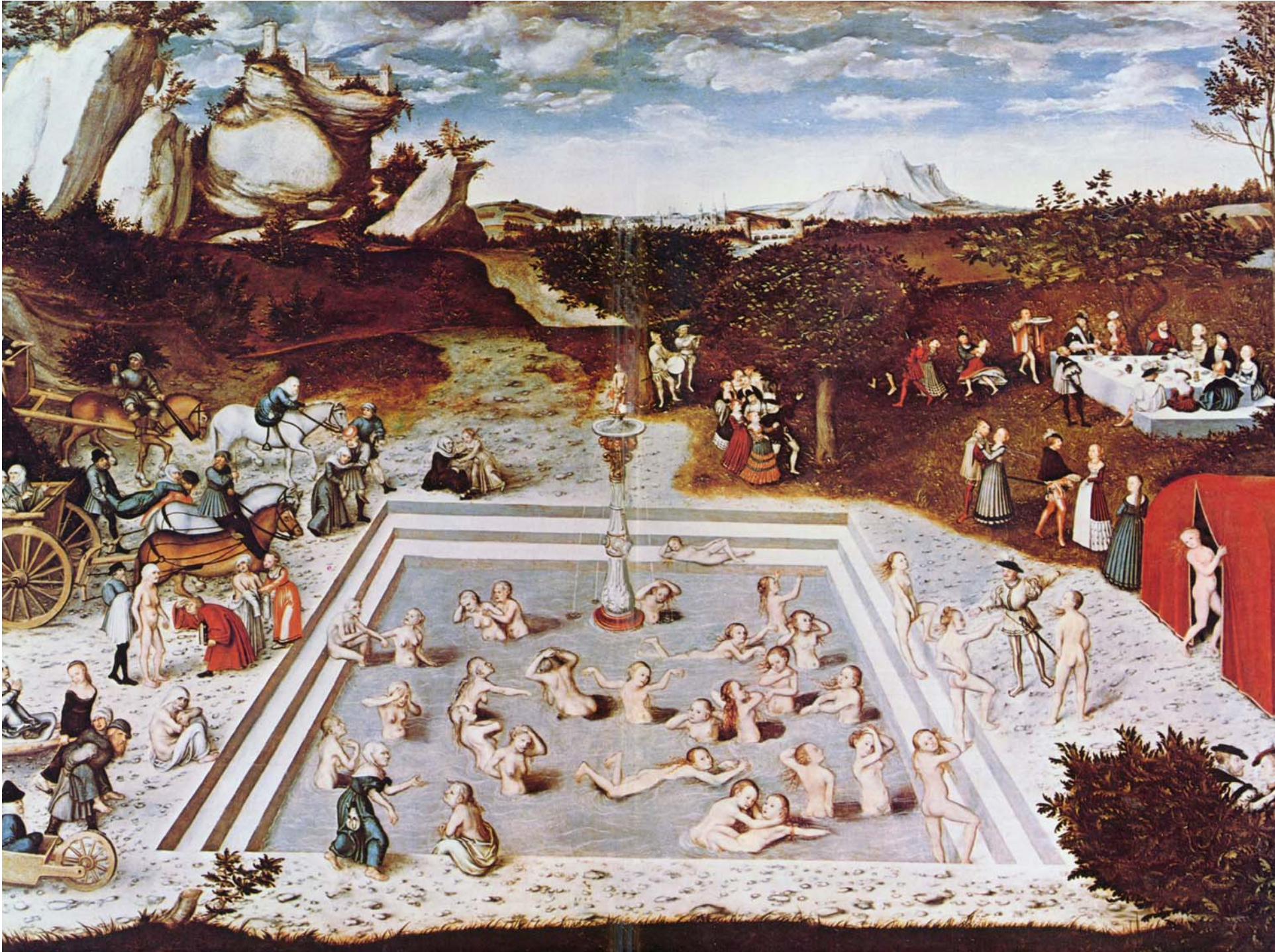
*Fresher!
Cleaner!*

#1
America's
Selling
Drug!

Prozac
MOOD BRIGHTENER

Wash Your Blues Away!







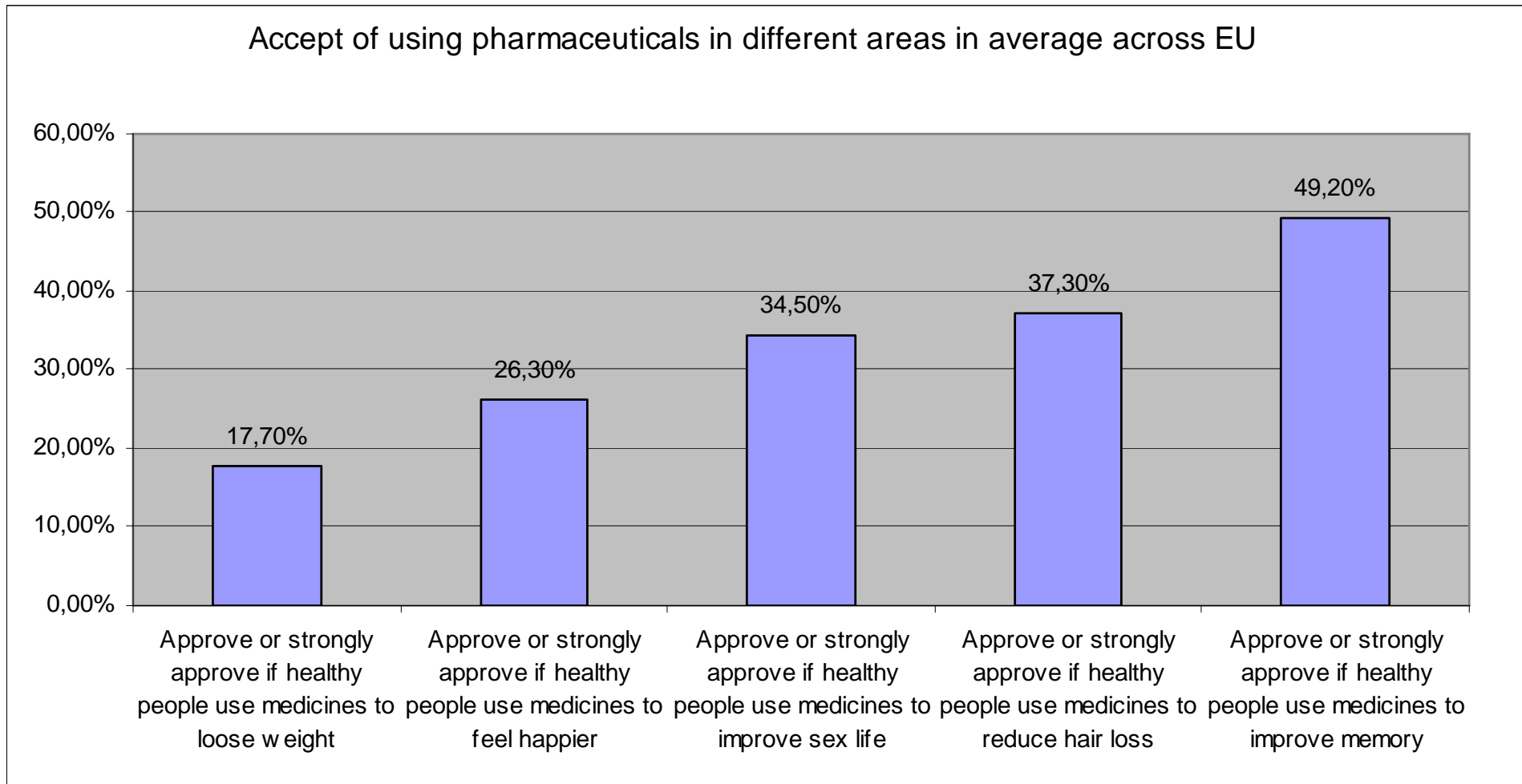
Quick

Easy

Inexpensive

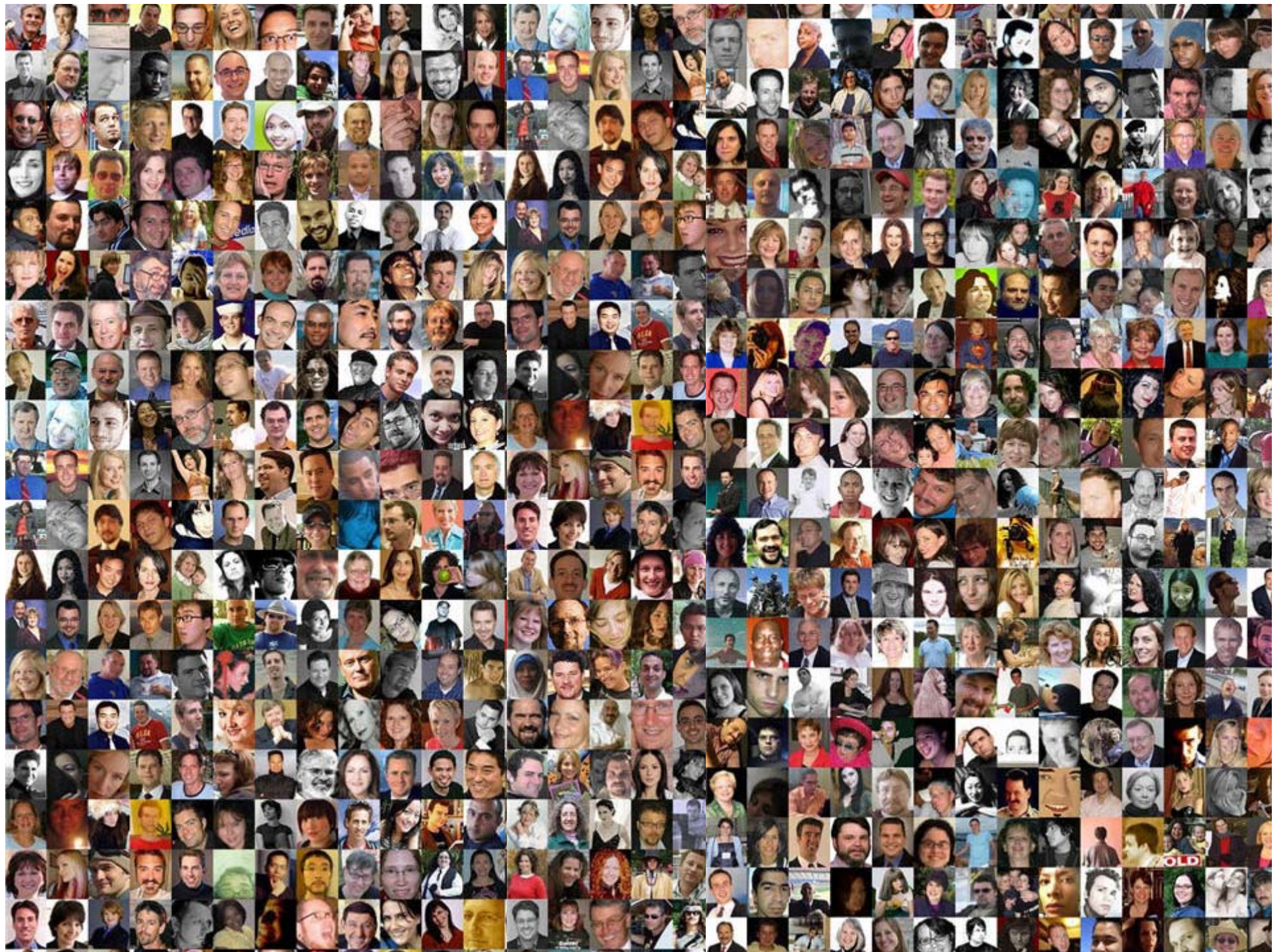
Powerful

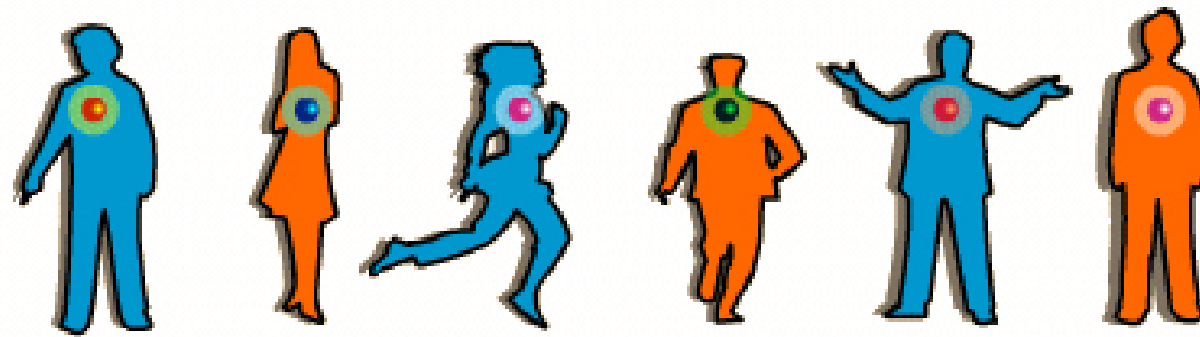
The European Social Survey (the ESS) is a biennial multi-country survey covering 25 nations. These data is from 2004/2005



N=47537

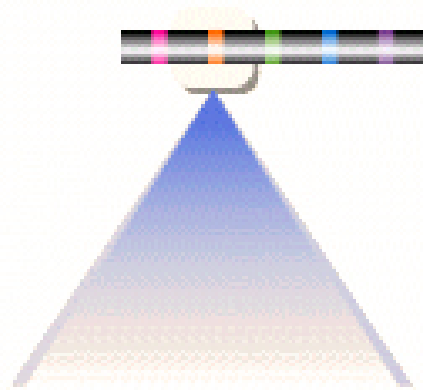






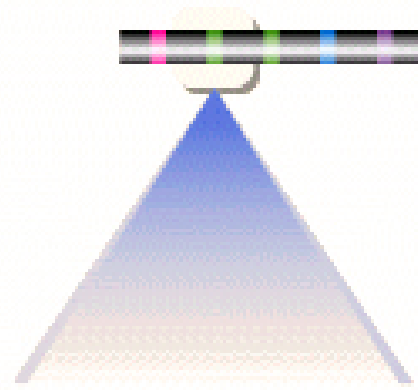
**The human genome contains many variations
or polymorphisms.**

Variant #1



G A T T C G T
C T A A G C A

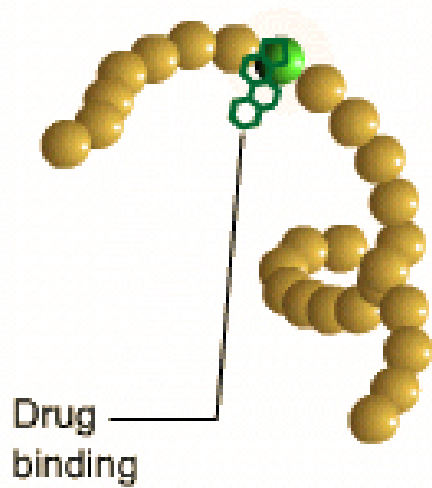
Variant #2



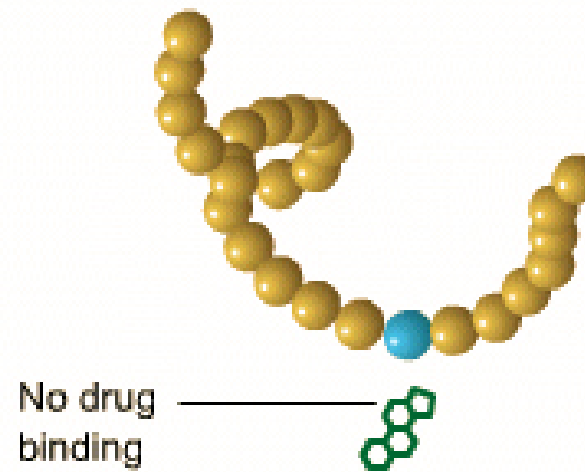
G A C T C G T
C T G A G C A

Single nucleotide
polymorphisms
(SNP)

Variant #1



Variant #2



Differences in Variant #1 and Variant #2 lead to different efficacies and side effects from the drug.



Sympivir
FictivePharma

300 mg

Does this product match
your gene profile?



ok







$$\frac{\text{Effect[clinical studies] +side effects}}{\text{price}}$$

= degree of rationalpharmacotherapy

Effect[clinical studies]+effect[daily use]+side effects/
(price – refund) = degree of rationalpharmacotherapy

All Headaches Instantly Cured
or Money Refunded.

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LEGAL GUARANTEE.

**6 D. EMERSON'S BROMO-  
SELTZER,** the most successful

American Remedy, is an effervescent Powder, taken in water. If three doses do not Cure any Headache, no matter how caused, send the Bottle to us, saying where obtained, **AND WE WILL AT ONCE REFUND THE PRICE.** TRIAL BOTTLE, post free, 6d. Larger Sizes 1s. and 2s. Sold by many Chemists or obtained to order by almost all.

**EMERSON DRUG CO., LTD.,**

46, HOLBORN VIADUCT, LONDON, E.C.

Insist on Full Name—



**EMERSON'S BROMO-SELTZER**

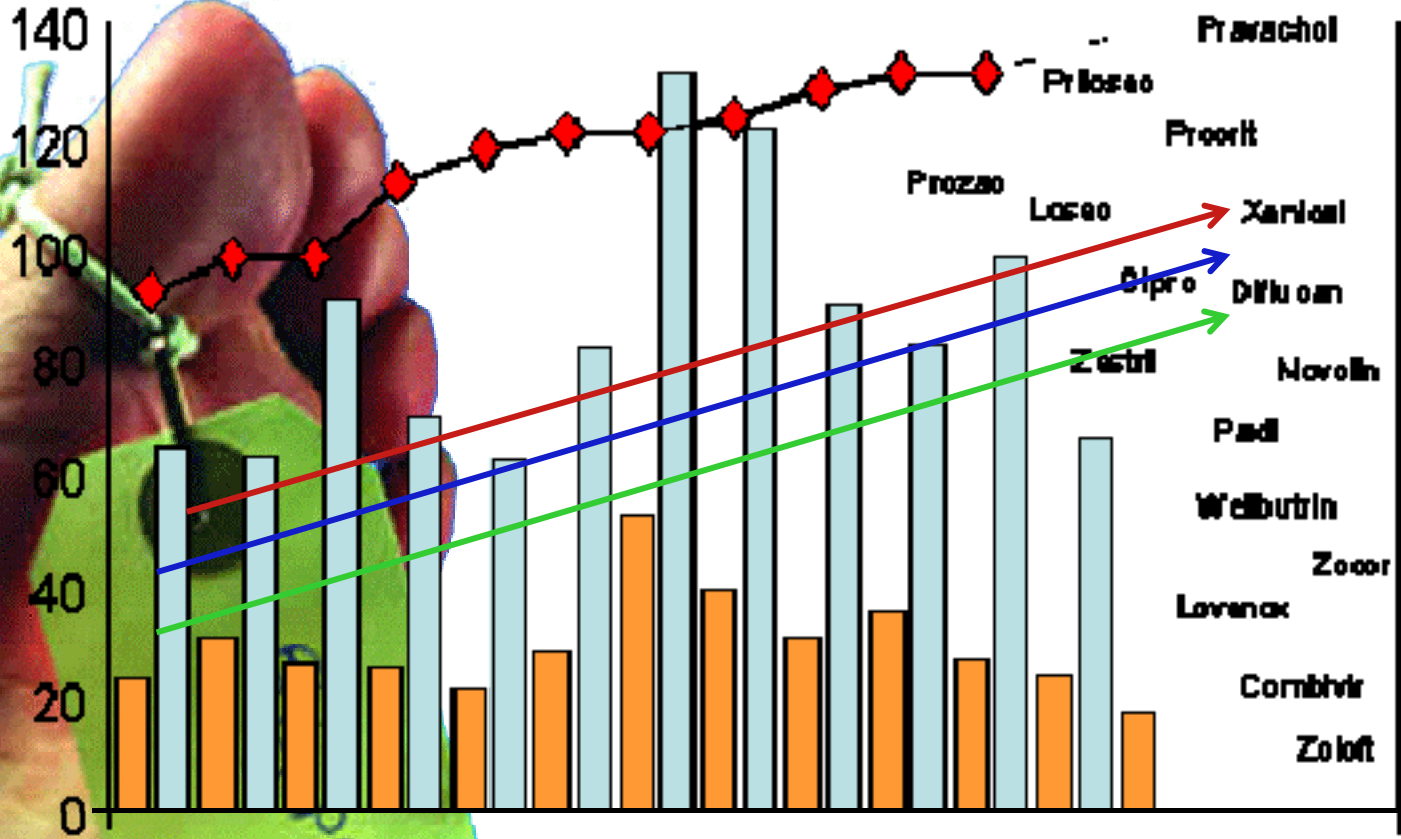
**DRUGS  
DON'T  
WORK**

**NO CURE  
NO PAY!**



Innovation wave  patent expiry wave

Number of NDA/ NCE approvals

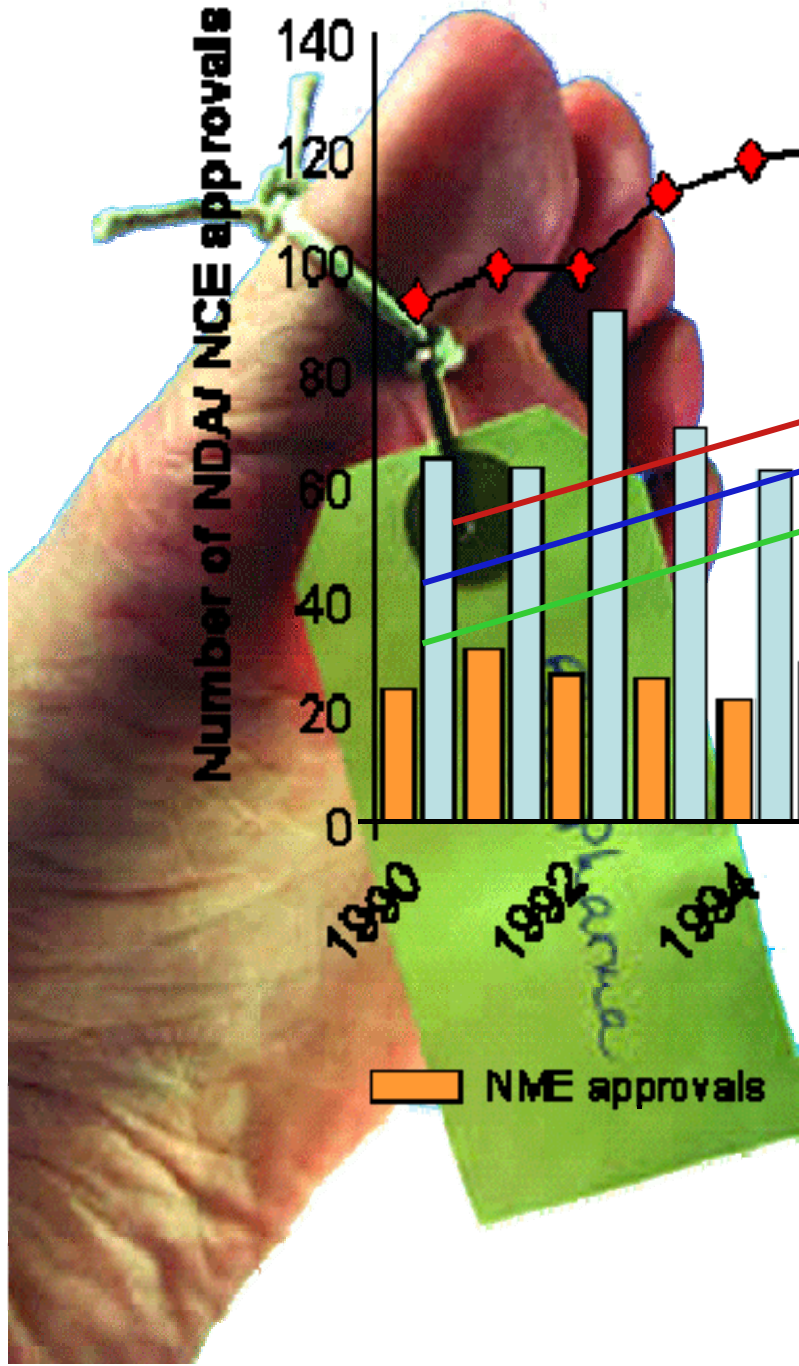


Generics % share of prescriptions

1990 1992 1994 1996 1998 2000 2002 2004

 NME approvals  NDAs  Generics % share of US market

 Sales  
 R&D  
 Marketing

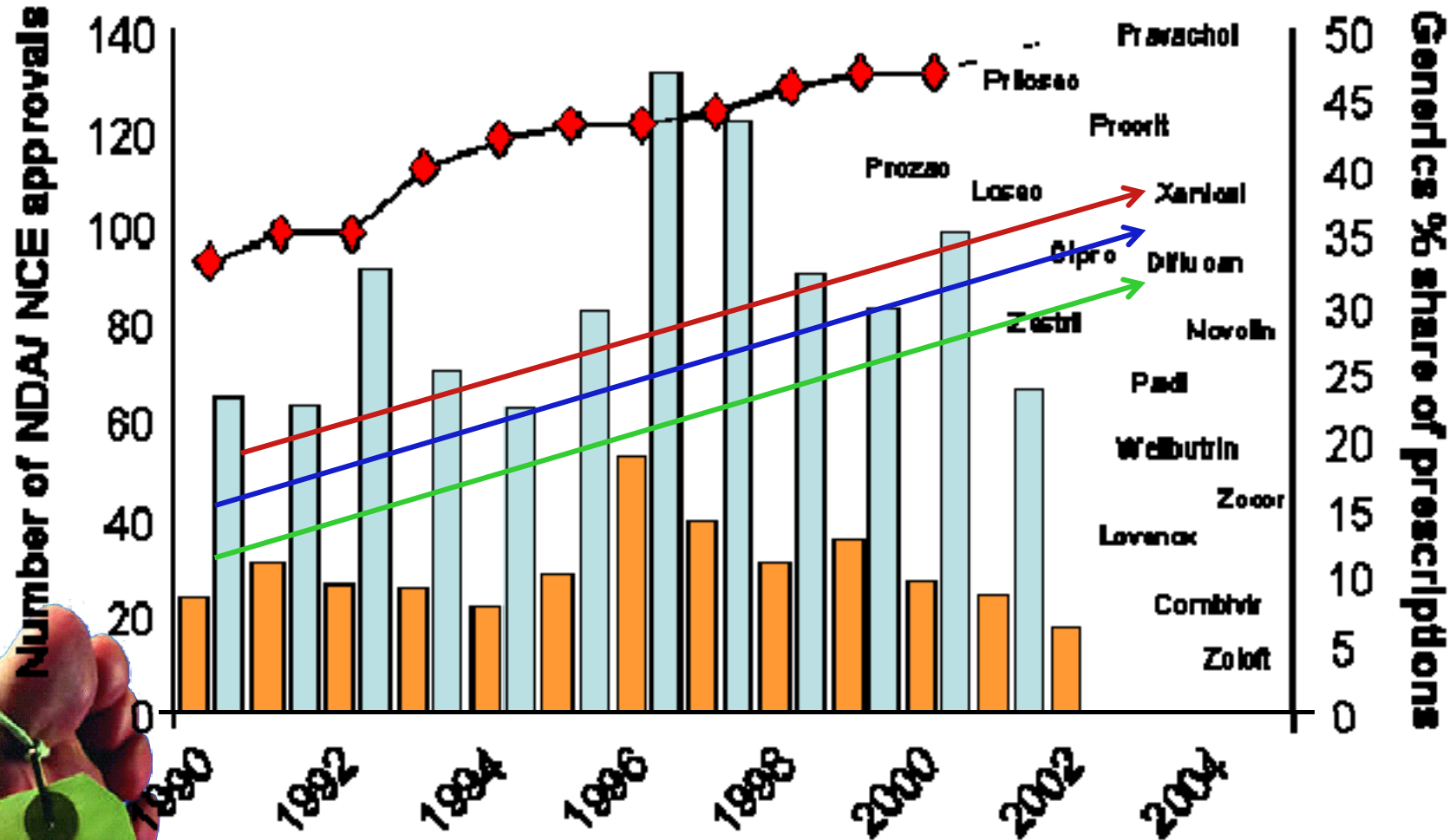


Pravachol  
 Prilosec  
 Procrit  
 Prozac  
 Losec  
 Xarelto  
 Dipro  
 Difluoran  
 Zestril  
 Novolin  
 Padil  
 Welbutrin  
 Zocor  
 Lovencor  
 Combvir  
 Zolet





Innovation wave  patent expiry wave



 NME approvals     NDAs     Generics % share of US market

 Sales  
 R&D  
 Marketing



Product



VS

Product + service = a new product

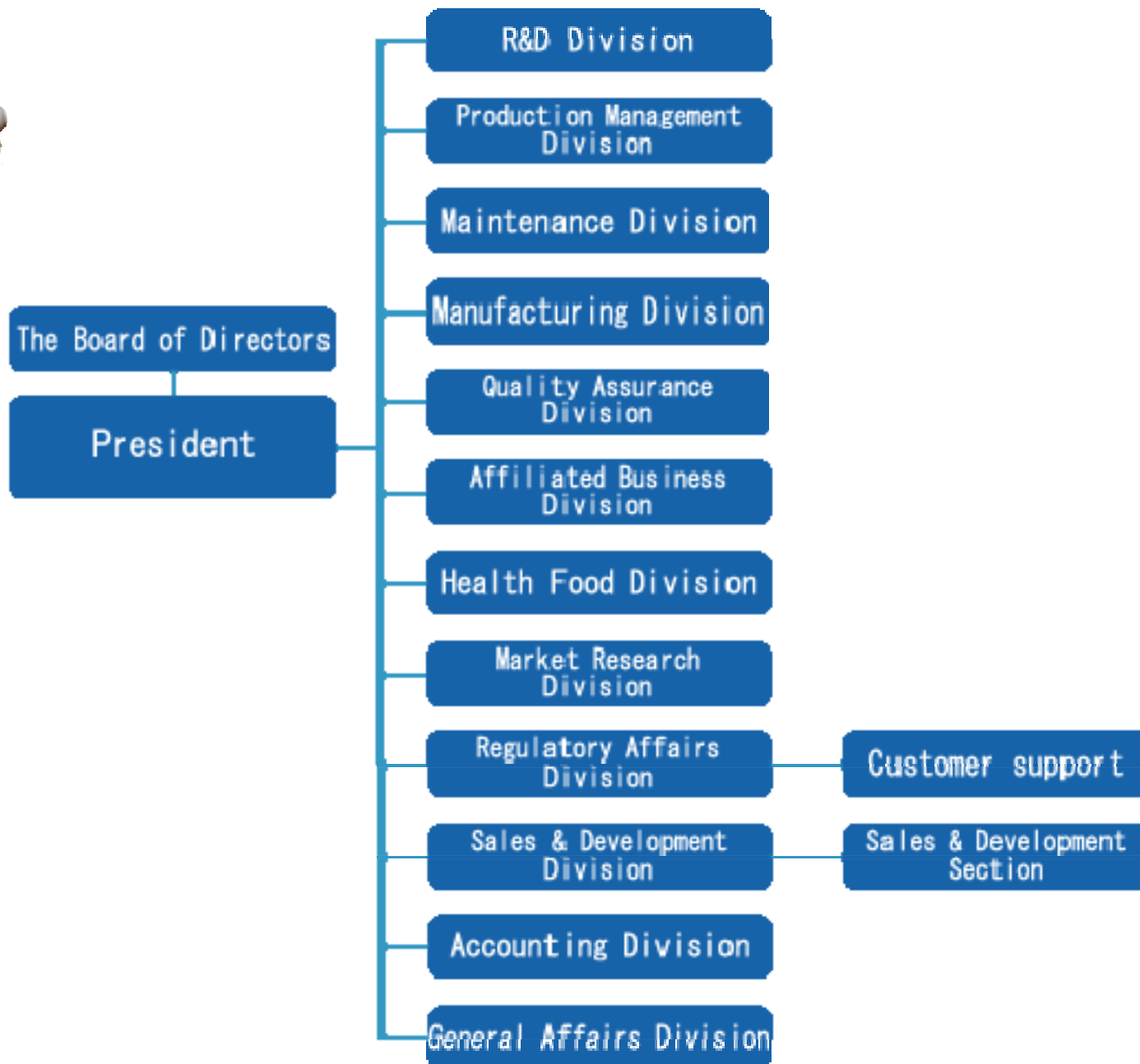


New product = apply for patent/trademark  
New product  $\neq$  generic, analog, copy = less comp.



VS







**R&D + clinical test**  
universities/research  
organizations

Communication/Marketing/  
support/legal/economical  
Associations

Communication/Marketing/  
support/legal/economical  
Chains

Sales / QA  
Individuals

Sales / QA  
Chains







# Pharmacy layout in 1950



Produktion

Service

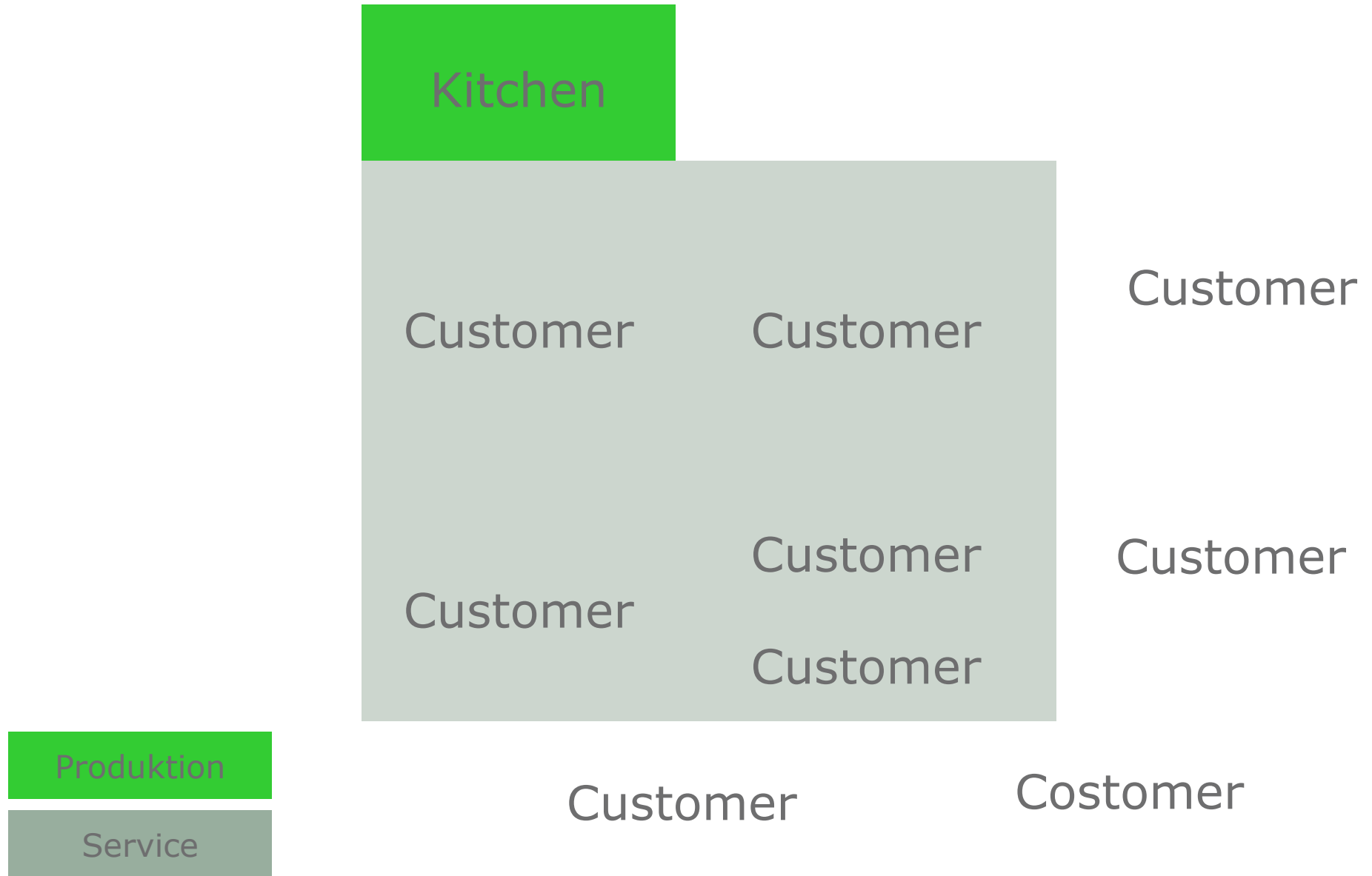
# Pharmacy layout in 2009!!!!



Produktion

Service

# Restaurant layout in 2009





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**Et abonnement på Panodil tilbyder større sikkerhed og support til dig og din familie.**

### **Abonnementet indeholder**

- SMS smertedagbog med online ekspert evaluering hver måned.
- Mulighed for gratis at skifte til anden formulering f. eks hvis barnet ikke kan lide smagen.
- 2 pakninger per måned.
- Smerteudredningsspørgeskema
- Information til teenagere om risiko ved overdosering

**\* Minimums abonnement periode 6 måneder minimums pris 354 kr.**



\$

