

# Generic Medicines and Brand Changes

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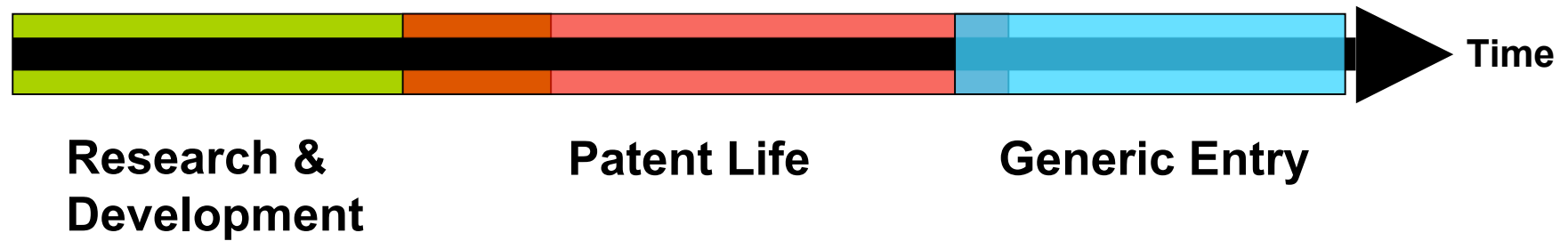
PHARMAC **FORUM**



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# Life cycle of a medicine

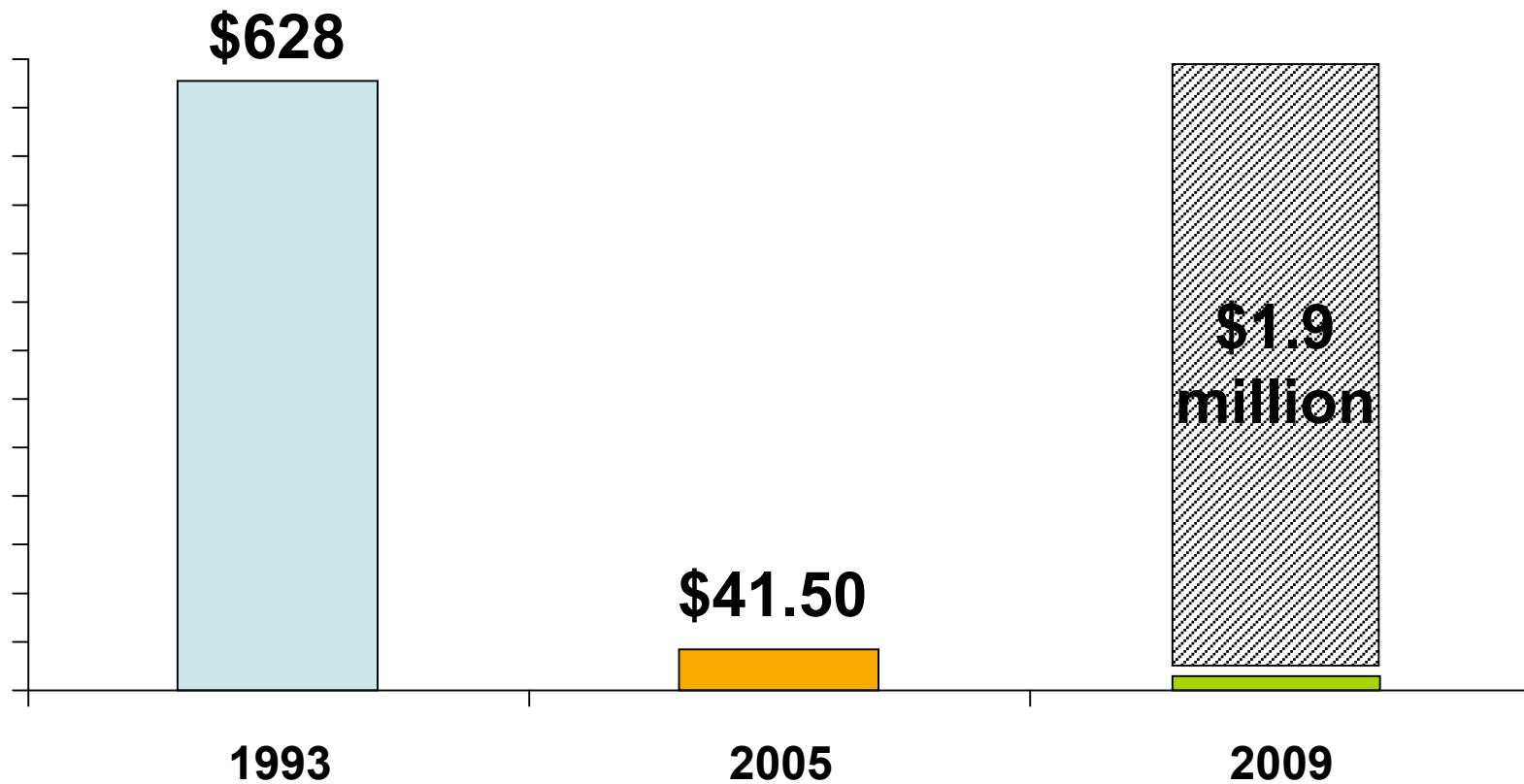




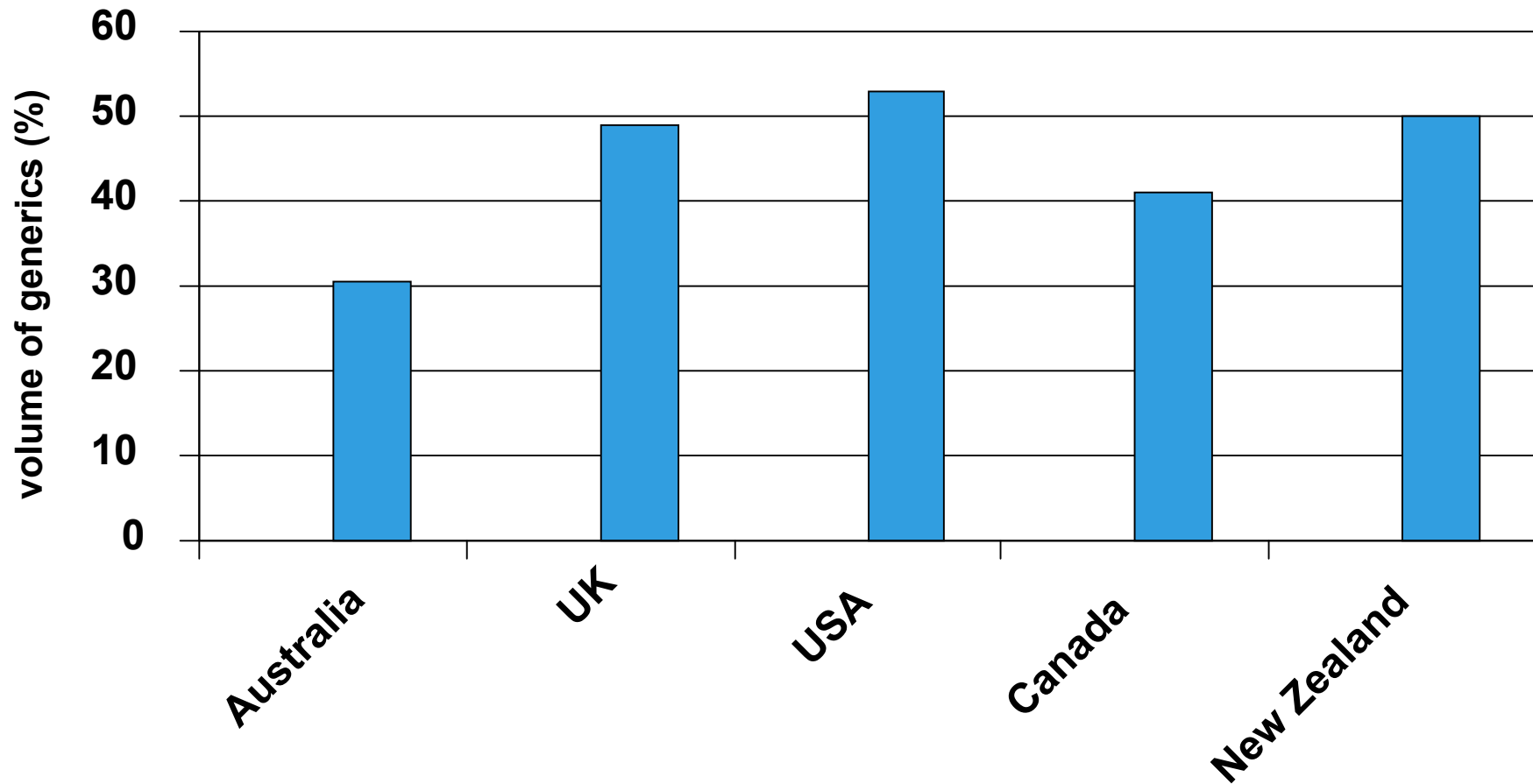
## Generics = large price reductions

<b>Product</b>	<b>Use/disease treated</b>	<b>Price reduction</b>
Pioglitazone	Type 2 diabetes	<b>93 - 96%</b>
Baclofen	Muscle relaxant	<b>93.6%</b>
Fluconazole (200 mg)	Fungal infections	<b>93.4%</b>
Bupirone (10 mg)	Anti-anxiety	<b>90.8%</b>
Fluconazole (50 mg)	Fungal infections	<b>90.8%</b>
Propranolol	Heart disease	<b>88.2%</b>
Bupirone (5 mg)	Anti-anxiety	<b>83.4%</b>
Selegiline	Parkinsons disease	<b>82.2%</b>
Doxycycline	Antibiotic	<b>82.0%</b>
Pindolol	Heart disease	<b>80.9%</b>

## Case Study – Fluconazole 200 mg (per pack)



# International Use of Generics





It has to be safe and effective



## Careful Choices

Internal analysis and consideration on products

Wide consultation

Objective clinical advice

Tender issued

Tender Evaluation

Final consideration and approval

# Patient information



**Upcoming BrandSwitch**

Over the next few months, there are some major brand changes occurring that may affect your patients.

To help make these transitions easier for your patients, PHARMAC has developed a new BrandSwitch service.

<http://www.pharmac.govt.nz/BrandSwitch>

Details of changes will be in Pharmaceutical Update January 2009 onwards.

**Freephone Information line**  
0800 66 00 50  
(9am-5pm weekdays)

 BrandSwitch

**Brand change notification**

**Simvastatin**  
(10mg, 20mg, 40mg & 80mg tablets)  
SimvaRex changing to Arrow-Simva



Arrow-Simva 40mg

The subsidised brand of simvastatin 10mg, 20mg, 40mg and 80mg tablets, a treatment to help lower cholesterol, is changing. Arrow-Simva will replace SimvaRex as the brand subsidised by PHARMAC.

The information below will help guide you through the changeover period.

**Why is the brand changing?**  
PHARMAC has reached an agreement with a new supplier of simvastatin. This means savings can be made, allowing PHARMAC more funds to subsidise other medicines.

**Will the medicine work the same? Yes.**  
The medicine itself is not changing, only the brand. This means you should have the same effect from taking Arrow-Simva as you would have from taking SimvaRex.

If you notice any prolonged side effects following the change, you should discuss this with your doctor.

**Will the new tablets or pack look different? Yes.**  
Because the Arrow-Simva tablets are made by a different supplier, they look different, but they contain the same medication. The size and colour of the pack will also be different, but the tablets will still come in blister packs.

**Will the new brand cost any more? No.**  
There will be no extra cost to patients for Arrow-Simva.

**When will the change occur?**

- From 1 March 2009, Arrow-Simva will become available fully subsidised, and SimvaRex will remain available fully subsidised.
- From 1 May 2009, Arrow-Simva will be available fully subsidised. There may be a part payment required for SimvaRex prescriptions because a full subsidy will no longer be available for SimvaRex.
- From 1 August 2009, only Arrow-Simva will be fully subsidised. SimvaRex will no longer be subsidised.

**Will the old brand be available after 1 August 2009?**  
The availability of SimvaRex after 1 August 2009 will be at the discretion of the pharmaceutical supplier, Rex Medical. PHARMAC cannot guarantee the availability or price of SimvaRex. However, all costs of purchasing this brand of simvastatin would have to be met by the patient.

**Where can I get more information?**  
Please phone the PHARMAC helpline, 0800 66 00 50 (between 9 am and 4 pm weekdays).  
You can also e-mail [brandswitch@pharmac.govt.nz](mailto:brandswitch@pharmac.govt.nz) with your queries and/or comments.  
Your doctor or pharmacist will also help guide you during the changeover period.

**"My medicine looks different"**

If your medicine has changed, this leaflet will help explain why

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# Generic Medicines – Health Professional Series



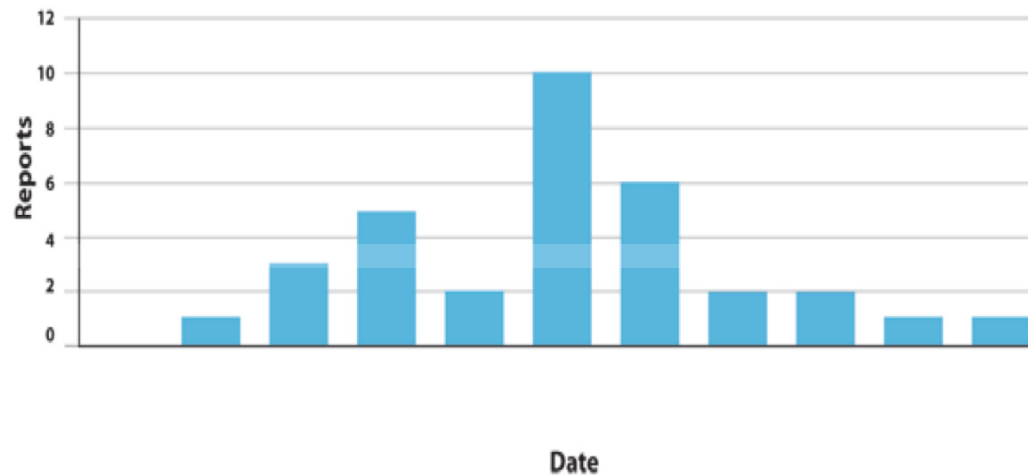
# Monitoring brand changes

Direct communication to PHARMAC

Public comment

Direct relationships with health professionals

CARM



## Key findings of consumer research

High general awareness of generic medicines

Key role of doctors and pharmacists

Experience with generic medicines reduces anxieties

Less than 1/3 of people received information

## 4 out of 5 consumers want:

Information about NZ quality and safety checks

Evidence core ingredients are the same

Information about the effectiveness of the generic medicine

