

# Leading Indicators

People, events, + ideas that are shaping pharma's future

## Pricing in Brazil

Brazil and Abbott Laboratories finally reached an agreement on the price of Kaletra (lopinavir). Abbott agreed to cut the price of its HIV drug to 63 cents, down from \$1.17. This will allow Brazil to continue offering free drugs to all people with HIV/AIDS. The agreement will also give Brazil access to Meltrex (lopinavir/ritonavir), a new version of the drug with fewer pills necessary each day, when the drug is approved by FDA. For more on HIV treatments see [» page 24](#)

## Genetic Research

Scientists at Cold Spring Harbor Laboratory discovered a new type of messenger RNA that is involved in reacting to stress. The new mRNA is made along with regular mRNA but remains stored in the nucleus instead of going into the cell to be translated into protein. When the cell encounters a stressor, such as a virus, the newly discovered atypical mRNA is ready to be translated into protein, skipping the phase where new mRNA is transcribed from DNA. The study was published in the October 21 *Cell*.

## Market Pulse

SOURCE: IAG Research

Zelnorm, Flonase, Lunesta, and Cialis were the best recalled DTC pharmaceutical ads launched between April and August 2005, according to data collected by IAG Research. The market research firm said their research subjects were most likely to remember the brand names of the products being advertised in these five ads.

### Best Remembered DTC Ads

Rank	Drug	Description
1	Zelnorm	Women lifting their shirts to show writing on their stomachs, including the phrase "ask your doctor" [60 seconds]
2	Flonase	A Film Noir couple in a park is interrupted by a detective with a notebook [30 seconds]
3	Lunesta	A man watches a butterfly above his bed [60 seconds]
4	Lunesta	A woman watches a butterfly above her bed [60 seconds]
5	Cialis	A couple enjoy themselves outdoors on a blanket, eating Chinese food on the floor, and in adjacent bathtubs outside [60 seconds]

A PharmExec Graphic

## HIV Testing at Home

On November 3, FDA's Blood Products Advisory Committee reviewed an at-home OTC HIV test manufactured by OraSure. Experts are split over whether the test will improve the rate of diagnosis or cause panic and suicides.

## Waiting for Health

Canadian federal and provincial governments have not created standardized wait-times for patients in need of

healthcare services, as promised, for three of the five treatment areas named in the 2004 health accord. Cardiac surgery and cancer treatment have met the goal of standardizing wait-times. But eye surgery, joint replacements, and diagnostic scans have not. For information about government healthcare initiatives in the US see [» page 84](#)

## Dementia Drugs

Antipsychotic drugs used to

treat dementia may increase the risk of death, according to a meta-analysis published in the Oct. 19 *Journal of the American Medical Association*. The study found that second-generation antipsychotic drugs given to elderly dementia patients to combat aggression and delusions are associated with an increased risk of death. To read more about second-generation antipsychotic drugs see [» page 28](#)

**What They're Saying...** "I am concerned about avian flu. I am concerned about what an avian flu outbreak could mean for the United States and the world. I am—I have thought through the scenarios of what an avian flu outbreak could mean. I tried to get a better handle on what the decision-making process would be." **President George W. Bush at an October 4 Rose Garden press conference**

Copyright of Pharmaceutical Executive is the property of Advanstar Communications Inc.. The copyright in an individual article may be maintained by the author in certain cases. Content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.