



ePharm5TM

Researching and reporting pharma business and marketing innovation

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Should you be using an educational approach to reach consumers and physicians?

ePharm5's special report "**The Emerging Trend of ETC: Using educational campaigns to reach consumers and physicians,**" has been posted on our **InDepth** site and is available **FREE** to InDepth subscribers. Just click [here](#) to gain access. Several pharmas, including **Serono, Pfizer, Roche, Eli Lilly, AstraZeneca,** and **Teva,** have all begun using educational programs that help consumers become more treatment-adherent and physicians become more involved with their patients, while increasing pharma's bottom line. This 27-page report gives you a glimpse into what pharma leaders are creating in the realm of educational campaigns. For information about acquiring the full report, go to [hcMarketplace](#). To upgrade your subscription to InDepth, call 877/437-4276 or [click](#).

1. Univision flexes ratings muscle in first week of Nielsen numbers
 2. Verispan: Pharmas should help seniors switch from PAPs to Part D
 3. Survey: More white women use Rx than any other group
 4. Abbott CEO: Lessons to learn from Brazil patent struggle
 5. FDA: Foreign Rx with same U.S. name may contain different ingredients
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1. Univision flexes ratings muscle in first week of Nielsen numbers

For the first time, ratings showed that a Spanish-language television network ranked fifth in the Nielsen national television ratings for the week ending January 1, reports Nielsen Research Media. The Univision network drew 3.4 million viewers and outperformed UPN and The WB among 18-34-year-olds, reports Broadcasting and Cable. Univision's telenovelas drew particularly strong numbers. Univision.com is the most visited Spanish-language Web site in the United States, with more than 190 million visits in the last 12 months, says behavioral targeting services Revenue Science. The network will use Revenue Science to deliver more relevant advertising on the site through behavioral targeting. Last month, Univision became the first Spanish-language network included in Nielsen's Television Index (ePharm5, 12/22/05), followed days later by Telemundo (ePharm5, 2/27/05).

Supporting Link(s):

http://www.epharminddepth.com/view_article.cfm?id=2330908

http://www.epharminddepth.com/view_article.cfm?id=2330697

2. Verispan: Pharmas should help seniors switch from PAPs to Part D

With so many seniors moving from patient assistant programs (PAPs) to Part D, it is critical for pharmas to have a plan in place, according to Verispan. Pharmas should measure the 65-and-over population by income and brand utilization in order to develop programs for patients transitioning from PAPs to Medicare Part D, Verispan says. Approximately one-third of the 42 million Americans 65 and older have incomes lower than 150% of the poverty level and many have been enrolled in PAPs. Verispan says helping seniors transition is critical for companies because seniors spend nearly four times as much on personal healthcare than the rest of the population and, as of January 1, are all eligible for prescription coverage. Click the supporting link below to read more.

Supporting Link(s):

http://www.epharminddepth.com/view_article.cfm?id=2330425

3. Survey: More white women use Rx than any other group

A survey from the National Center for Health Statistics found that roughly half of all women in the United States and 40% of men are using or have recently used a prescription drug, Reuters reports. The survey, conducted between 1999 and 2002, also found a racial gap in drug use, with fewer Hispanics and African Americans using prescription drugs than whites. While 54% of white, non-Hispanic women and 44% of white, non-Hispanic men reported using a prescription in the last month, only 44% of African American women and 35% of African American men said they did. Even fewer Mexican-Americans said they used a prescription: nearly 38% of women and nearly 26% of men, reports Reuters.

4. Abbott CEO: Lessons to learn from Brazil patent struggle

The agreement between Abbott Labs and Brazil regarding the cost of Abbott's AIDS medication (ePharm5, 10/5/2005) was "fortunately resolved," but such "threats to intellectual property are not constructive," writes Abbott CEO Miles D. White, in a column posted on the PhRMA Web site and published in The Financial Times. He writes that the conflict between global needs and global systems threatens innovation at the expense of access to medicine. For example, the improvement in treatment for AIDS is "the product of innovation, driven by the protection of intellectual property and the incentive it provides," says White, former chairman of PhRMA. "Without access, innovation is meaningless; without innovation, there is nothing to have access to," he says. White writes that he supports providing drugs to those in need, but in order to have those drugs to give, innovation must be protected by patents. "We must put an end to a tug-of-war that repeatedly threatens the source of medical progress," he says. To read more, go to [PhRMA](#).

Supporting Link(s):

http://www.epharminddepth.com/view_article.cfm?id=2326679

5. FDA: Foreign Rx with same U.S. name may contain different ingredients

The FDA has issued another warning to U.S. patients and doctors against filling prescriptions in other countries, this time citing that foreign drugs often contain different active ingredients than drugs of the same or similar name in the United States. The warning stems from an FDA report released this week that found 18 foreign drug products that use the same brand name as an FDA-approved medication but contain a different active ingredient. Among them is the brand name Flomax, which in the United States is indicated for enlarged prostate and in Italy is an anti-inflammatory. The report also found 105 brand names that are very similar to foreign names used for products with different active ingredients. The FDA warned last month that the majority of prescription drugs ordered from supposed Canadian Web sites actually come from outside Canada (ePharm5, 12/21/05).

Supporting Link(s):

http://www.epharminddepth.com/view_article.cfm?id=2330988

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Contact the editor: <rrobinson@hcpro.com>

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